

Rick



- ✓ SRNT debriefing
- ✓ PHI - ERP and TES
- ✓ S+H update
- ✓ Sure path mailing
- ✓ BHCS - internal email → - NPC
- external comm.
- ✓ Connolly / ^{mid}March : exposure only ;
_{sch.}
 - PMUSA comm. plans ; PHI content
 - Source materials
- Do you want "Intranet" at Staff ?

101 West Franklin Street, Richmond, Virginia 23220
Phone: 804-788-8000 Business Center fax: 804-649-4631 www.jefferson-hotel.com



PM3006440377

03/10/03: Rich + Wale



Thoughts related to SRNT 2003, New Orleans

- Only NCI and NIDA are government organizations reported to give priority to tobacco research.
- Renegotiation of NSA re research fund / organization (e.g. NCI)
↳ may be too limited
or
voluntary development of research organization with input into research agenda but no right to decide; industry approach?
- ① Follow-up on Ken Warner's funding proposal
 - Obtain slides + transcript of Roke and Benowitz → How, monitors, money? *Candidate?*
- ② Set up meeting with Leis-hold / Burns ✓
 - *Goldsmith* find out re Muet/fer being "more safe" (u) *2001 claim re creation*
 - Internal disc. in USA 'credibility' vs 'cc, cred.'
 - TES pilot study after publ. → Science.com
- ③ ERP focus: + strengthen product research
- reconsider peripheral res. areas
 - Concept of addressing heterogeneity of smokers demands (Benowitz):
provide product range from conventional to cessation products
common (!)
- ④ Holistic approach: set of off. for communication

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(a) PM and dependency;
cat studies; Oatmeal.

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